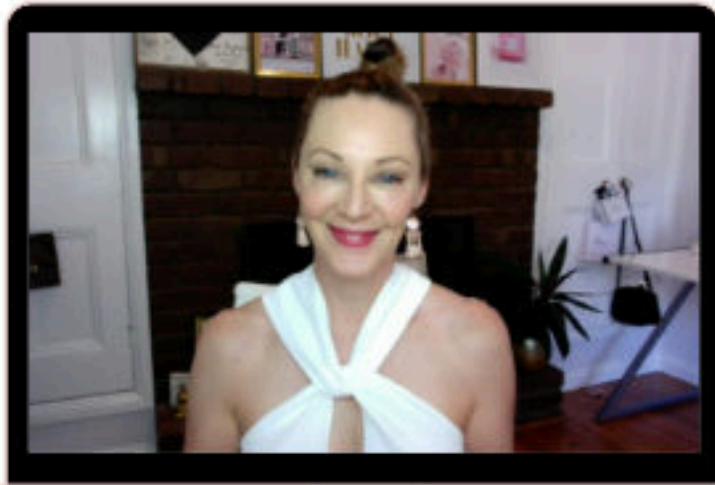


Masterclass 2



CREATE YOUR HIGH-TICKET
VISIBILITY STRATEGY

VIP *Masterclass* SERIES

WORKBOOK

WELCOME to this masterclass...

CREATE YOUR HIGH-TICKET VISIBILITY STRATEGY

Most coaches I know are working really hard build their brands online and even those who aren't being visible right now know the power of if, they know that content driven marketing works and that it does single handedly build coaching brands....they know they're missing out and they MUST start being more visible.

In most cases we ARE our brands and our message, and the way we share it is what separates us from every other coach out there on the interwebs.

Most of the coaches I know desire to create location independence so they can work from anywhere.

In most cases they're seeking to attract a global market.

Learning how to find your voice and create a global presence online IS where it's at if you want to play with the big kids online, have the sort of impact I know you were here to make and of course make the money I know you think is possible for you.

Being visible as a concept is pretty simple right?

You blog or shoot videos or "go live", create pretty pictures on Insta and BOOM...instant global rockstar right?

Um....I would LOVE to say yes but the reality is while most coaches know visibility is key to growing their businesses very few coaches actually implement any sort of visibility strategy, fewer do it well and very few do it consistently....over time.

Most coaches will find every excuse on the planet to put off starting to show up.

That they'll be "ready" next week...or next month...or when they have the "right" equipment...or when they have a bigger following...or have lost 10 pounds or get their roots done...or when the kids go back to school...or after they've decorated their office and have the "perfect" backdrop.

Sound familiar?

If it does you're not alone, the greatest challenge I have as a mentor to coaches is convincing them that none of that stuff matters and that they can in fact start showing up and being visible TODAY.

Perfection is for poor people and if you're waiting for "perfect" before you begin to show up and share your message be prepared for some lean times.

Visibility is a complex thing because it throws up all of our insecurities. We're confronted with our appearance...a quick heads up...NO-ONE is thrilled with how they look or sound on video!

We're confronted with the "who do we think we are's"!

We're faced with knowing ALL THE THINGS but having every piece of knowledge we've ever gained deserting us the moment we even think about putting our thoughts out into the world.

I'm going to show you that NOW is the right time to begin being visible in your coaching business and together we're going to create a VISIBILITY STRATEGY that is perfect for you and your coaching business.

Let's do this!

Why Visibility Is Critical & Showing Up Is Key To Your Success

List the reasons visibility is critical to you and your coaching business:

List 5 Reasons You WILL commit to showing up regularly:

1:

2:

3:

4:

5

How To Create The Type Of Content That Makes Money.

What is your current offer?

List 5 livestream topics that are relevant to this offer:

1:

2:

3:

4:

5:

What is your Call To Action?

Why Livestreaming Is Where It's At & How To Do It Well

Remember Facebook LOVES livestreaming so we really need to be doing it if we want to find ourselves in the facebook feeds of our dream clients.

Commit to doing a livestream every day for 30 days and your business WILL transform.

When will you begin your 30 days?

Where will you be going LIVE?

What excuses are you likely to make to avoid getting this done?

What will you do to ensure you don't bail on your commitment?

Who can you enlist to hold you accountable?

How To Ensure You Never Run Out Of Content To Share

1 Brainstorm a list of Livestream topics below so that if you ever run out of content ideas you can come back here for inspiration.

1:

2:

3:

4:

5:

6:

7:

8:

9:

10:

11:

12:

13:

14:

15:

How To Leverage Your Content To Grow Your Reach

Increased reach is available to EVERYONE....it just takes \$\$\$.

When you have great quality content you know is hitting all the right notes for your dream clients make sure you invest in facebook or insta traffic (for example) to grow your audience.

It's important to know WHO you want to see your content so be clear on your audience targeting so you can be sure to get the result you want.

YOUR TARGET AUDIENCE

Age:

Gender:

Location:

What other pages do they like/ who else are they following?:

What are some common behaviours?

(For me this is facebook page admins for example).